

Social Media

written by John Mueller | January 19, 2023

[Announcement: [Slowing down on social media – 2022-12-15](#)]

We have various social media channels for the resort, our activities / events, and our initiatives.

- [Instagram](#)
- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

Social Media Strategy

We use social media to **provide information**, not to sell our services or products. The purpose of the social media accounts is to focus users back to our website, as our website provides the source of all our information. We do not communicate via social media (i.e. we do not respond to posts on social media); but rather communicate via online chat from our website, email, and in person. As such, we do not reply to comments on our social media posts and remove comments that cause misinformation or take away from the content of a post. We do not believe social media is a place for having discussions or making comments that are not relevant. There is a lot of noise in the social media realm, and we do not want to contribute to noise – remember, we are about [getting people closer to nature year-round](#). There might be sounds in nature, but there is not noise.

For our online presence, [our website](#) is the core information center for our operations. The website is kept up-to-date. We utilize the social media platforms (e.g. [Instagram](#), [Facebook](#), [Twitter](#)) to provide quick snippets of information, which are linked to more detailed information on our website. Thus, if

anyone wants to find out information about the Keweenaw Mountain Lodge, the website is where they can find it. As well, one can always visit the Lodge to learn what is going on, and talk to staff members in person at the Lodge.